

WELSH & KATZ, LTD.

Attorneys at Law

120 SOUTH RIVERSIDE PLAZA • 22ND FLOOR
CHICAGO, ILLINOIS 60606-3912

TELEPHONE (312) 655-1500
FACSIMILE (312) 655-1501

www.welshkatz.com



A. SIDNEY KATZ*
RICHARD L. WOOD*
JEROLD B. SCHNAYER
ERIC C. COHEN
JOSEPH R. MARCUS
GERALD S. SCHUR
GERALD T. SHEKLETON
JAMES A. SCHEER
DANIEL R. CHERRY
ROBERT B. BREISBLATT
JAMES P. WHITE
R. MARK HALLIGAN
HARTWELL P. MORSE, III
EDWARD P. GAMSON, Ph.D.
KARA E.F. CENAR
KATHLEEN A. RHEINTGEN
THOMAS W. TOLPIN*
ELLIOTT C. BANKENDORF
RICHARD W. McLAREN, JR.
JOHN L. AMBROGI
JULIE A. KATZ
JON P. CHRISTENSEN
ERIC D. COHEN
WALTER J. KAWULA, JR.
PHILIP D. SEGREST, JR.
MITCHELL J. WEINSTEIN
LEONARD FRIEDMAN
STEVEN E. FELDMAN
JEFFREY W. SALMON

THOMAS L. GEMMELL
LOUISE T. WALSH
CHARLES R. KRIKORIAN, Ph.D.
PAUL M. VARGO, Ph.D.
JOSEPH E. CWIK

SHANNON L. NEBOLSKY, Ph.D.
RICHARD J. GURAK
J. ARON CARNAHAN
ERIK B. FLOM, Ph.D.
IRENE M. REININGER
TERESA D. TAMBOLAS
DANIEL M. GURFINKEL
ANDREA ELLMAN MIRIN
MICHELE S. KATZ*
NATALIE A. REMIEN
KRISTA M. LEBARON
YOLANDA M. PRICE

OF COUNSEL
LAURIE A. HAYNIE
JAMES J. MYRICK
THOMAS R. VIGIL

DONALD L. WELSH (1925-1998)

* ALSO ADMITTED IN DISTRICT OF COLUMBIA


May 21, 2003

Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

Re: Patent Application of Hohberger et al.
Serial No. 10/027,968
Filed: October 25, 2001
METHOD AND APPARATUS FOR
ASSOCIATING ON DEMAND CERTAIN
SELECTED MEDIA AND VALUE-ADDING
ELEMENTS
Our File No. 7887-83891

CERTIFICATE OF MAILING

I hereby certify that this paper is being deposited with the United States Postal Service as First-Class Mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450, on this date.

5-21-03 
Date Eric D. Cohen, Reg. No. 38,110

Dear Sir:

Enclosed herewith are the following:

1. Transmittal Letter (in duplicate);
2. First Supplemental Information Disclosure Statement (in duplicate);
3. Form PTO-1449 (in duplicate);
4. Two (2) U.S. references;
5. Seven (7) other documents; and
6. Postcard.

RECEIVED
MAY 29 2003
TECHNOLOGY CENTER 2800

The Commissioner is hereby authorized to charge any fees which may be required, or credit any overpayment, to Deposit Account 23-0920.

Very truly yours,

WELSH & KATZ, LTD.

By


Eric D. Cohen